

UNAIDS partners with StarTimes to broadcast HIV prevention messages

NEW YORK, USA - UNAIDS and media partner StarTimes are working together to reach millions of people with World AIDS Day messages this month on the theme of HIV prevention. UNAIDS has produced two short videos that promote the life-cycle approach to HIV prevention-finding HIV solutions for everyone, at every stage of life. StarTimes will broadcast the videos across their African networks in English and French until the end of the year.



StarTimes is a major digital television operator licensed to broadcast in 30 countries across Africa. No one should be left behind by the AIDS response. Promoting HIV prevention options alongside HIV testing and treatment can ensure that the world will get on the Fast-Track to end the AIDS epidemic as a public health threat by 2030.

The videos can be viewed on UNAIDS YouTube channel at the following link: 'No one should be left behind by the AIDS response'.

UNAIDS unites the efforts of 11 UN organizations: UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank; and works closely with global and national partners towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals.

StarTimes is a digital-TV operator in Africa, serving nearly 10 million subscribers and covering 90% of the continent's population with a massive distribution network of 200 brand halls, 3,000 convenience stores and 5,000 distributors. StarTimes owns a featured content platform, with 440 authorised channels consisting of news, movies, series, sports, entertainment, children's programs, fashion, religion, etc. The company's vision is, "To enable every African family to afford and enjoy digital TV". StarTimes achieves this by combining satellite and terrestrial DTV systems to provide an open and secure digital wireless platform.

